

REQUEST FOR PROPOSAL
ISSUED BY
PATHWAYS/NORTHCARE COORDINATING AGENCY
In conjunction with NMSAS and WUPSASCA

200 West Spring Street
Marquette, MI 49855

Project Title

Problem Gambling Services Media/Outreach

Resources Provided

See approved gambling Grant @ www.NorthCare-up.org/subA

Objective

To develop a public awareness/education and media campaign targeting at-risk and problem gamblers including those impacted by internet gambling. The media campaign shall target 45 counties in the central and northern regions of the Lower Peninsula and the entire Upper Michigan.

Project Details

Vendor will develop media campaign and as appropriate utilize existing public domain gambling awareness materials available.

Vendor shall develop a media campaign distribution plan utilizing appropriate venues within 45 county region for the delivery of the media campaign.

Vendor shall secure all air time print space, etc. consistent with the proposed media campaign distribution plan.

Expected start date for media campaign will be September 10, 2008.

Based on the availability of funding, additional funds may be made available for continuation or expansion of the media campaign during the period October 1, 2008 – September 30, 2008. This funding is not part of the current RFP.

Finished product will be the property of Pathways/NorthCare, NMSAS and WUPSACA.

Budget

Total project cost not to exceed \$362,777.

Vendor selection criteria

All proposals received will be reviewed in detail by the Issuing Office. Consideration will be given to those proposals that demonstrate the ability to begin work on the project quickly, provide a quality product, and are cost effective. Additionally, consideration will be given to those submissions that are both comprehensive and creative.

Terms and Conditions

Proposals are due no later than 5:00 p.m., Friday, August 29, 2008. Vendors will be notified in writing no later than September 10, 2008 about the status the proposal. The selected vendor will be offered a contract to begin the project on September 10, 2008.

All PSA/Media campaign must be approved by the Coordinating Agencies and the Office of Drug Control Policy prior to being aired.

Project Performance Outcomes

1. Approved media campaign materials by the Michigan Department of Community Health/Office of Drug Control Policy
2. Development of a media campaign that appropriately targets the following populations and issues:
 - a. Young adults engaging in at-risk or problem gambling
 - b. Older adults engaging in at-risk or problem gambling
 - c. Pathological gamblers in need of treatment services
3. Development of media campaign distribution plan with timeline, including print and air time throughout the 45 counties. Campaign distribution plan must take into account the large geographical area targeted.
4. Purchase all air time and print media consistent with timelines identified in distribution plan.
5. Work in close collaboration with NorthCare Coordinating Agency, NMSAS and WUPSASCA in media campaign and distribution plan and monitoring of activities consistent with proposed distribution plan timeline.

Request for Information - Submission

The proposing organization must submit one hard copy and an electronic copy of the proposal to NorthCare Coordinating Agency at 200 W. Spring St., Marquette, MI 49855 no later than 5:00 p.m. August 29, 2008. Selection of vendor will be completed by September 5, 2008.

1. Proposed media campaign and media campaign distribution plan with timeline. Media campaign should define mix of approaches to be used and identify use of public domain materials and resources.
2. Brief description of recent projects demonstrating capacity to successfully implement this proposal.
3. Brief description of capacity to meet project outcomes.
4. Reference from recent client.
5. Budget for the period September 1-30, 2008.

Pre-Proposal Conference

NorthCare Coordinating Agency will conduct a pre-proposal conference on Wednesday, August 20, 2008 at 4:00 p.m. The conference will be conducted via webinar. Applicants interested in participating in the pre-proposal conference webinar must submit a request for participation via email to suewinter@nmsas.net prior to August 20, 2008. Information on participation will be emailed prior to the scheduled webinar.

The purpose of the pre-proposal conference is to discuss the work to be performed and to answer general questions pertaining to the RFP. **The pre-proposal conference will be the only opportunity to submit material questions concerning the RFP.** Respondents need not participant in the pre conference bid to be considered. NorthCare Coordinating Agency employees nor its partners' employees will not respond to telephone or electronically submitted inquiries, or visitation by proposing organizations or their representatives.